



PRODUCT DEVELOPMENT VIRTUAL



Product Development is an 2-person team *event*, recognizes participant’s who demonstrate knowledge of the basic concepts of food product development by creating an original prototype formula, testing the product through focus groups, and developing education materials for the consumer. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety, and educational materials. Participants must prepare an **electronic presentation**, **electronic display** and **demonstration video** creating the product.

***2020 -2021 COMPETITION TOPIC: Sambusa (use recipe provided)**

EVENT LEVEL: Level Three (grades 11-12)

CONTENT STANDARDS ALIGNMENT

See OhioFCCLA.org (Adviser Tab) for detailed event alignment information to course content standards, national educational initiatives, and standards.

CAREER CLUSTERS

- Hospitality and Tourism

ELIGIBILITY & GENERAL INFORMATION:

1. Review “Eligibility and General Rules for All Levels of Competition” in national STAR event manual prior to event planning and preparation.
2. Eligible participants are members who are currently or have been enrolled in a Hospitality and Tourism program, as determined by their state department of education. Students enrolled in general foods and nutrition courses not preparing them for a career or employment in culinary arts are not eligible.
3. Each entry must post all required documents (as specified below) to their online folder.
4. Chapters must verify accessibility of documents to the public, as Ohio FCCLA will not be able to assist with this verification. Each entry must have the following items posted to their project folder:
 - a. One (1) oral presentation video needs to be available for public view and the URL should be included in the PDF file. Options include:
 - i. Embedded video
 - ii. Video link provided to direct source such as YouTube, Vimeo, or Google Drive
 - iii. Video files which require the reviewer to download are NOT allowed due to their potential size

TECHNOLOGY TIPS

1. Documents must be available and publicly accessible (check settings to ensure they can be viewed outside of the school district network)
2. All files must be clearly labeled using a descriptive file name, e.g. “Leadership – Level 2 – Gonzales.”
3. Be sure to publish all content. Have someone outside of your network check for access. Any document requiring additional access (such as Google doc) will not be able to be reviewed. Only documents that can be opened and viewed by the evaluation team can be scored.



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GENERAL INFORMATION

Submission of Project	There will be a specific timeline to upload documents/videos into the competition folder If the deadline is missed the project will not be evaluated Folder Name will be Chapter Name & Number_ Event Name_Level
Scoring Breakdown	Each team member will take the test – scores will be averaged Demonstration Video– team score Presentation Video– team score

Number of Participants per Entry	Prepare Ahead of Time	Competition Dress Code	Participant Set-Up/Prep Time Video	Maximum Oral Presentation Time	Total Event Time
1	Demonstration Video Presentation Video	Chef’s uniform as described	30 minutes	15 minutes	45 minutes

PROCEDURES AND TIME REQUIREMENTS	
30 minutes	Online test prior to the event
30-minute Video	All components of product must be demonstrated in video Demonstrate the preparation of product
Skills Demonstrated	Industry standards for food production Preparation of product utilizing proper cooking/baking method and techniques
15-minute Video	Presentation Video – Address the following questions: <ul style="list-style-type: none"> Discuss steps of preparation Educational materials created How these food items can be used in the industry

SPECIFICATIONS	
Uniform	*Chef Coat/Jacket *Apron *Chef hat Industry pants or commercial uniform pants Closed-toe, low heel, kitchen shoes made with non-slip soles and non-melting uppers School Name/logo, other organization name/logo must be covered for Regionals **Must have FCCLA Board approved Chef coat, hat, and apron for State Qualifiers
Jewelry/Personal Hygiene	Facial jewelry concealed Facial hair permitted if wearing industry approved covering Hair is properly restrained with hairnet if hair extends past the neckline Minimal makeup, no cologne or nail polish Uniform is clean
	Hand washing is done frequently



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EDUCATIONAL MATERIALS AND RESEARCH	
<p>Job Book</p> <p>Up to 4 slides</p>	<p>Includes all information: Participant Name – Chapter Number – Event</p> <p>Recipe(s) use the required format</p> <p>Timeline</p> <p>Original prototype formula and modified versions after each test and alteration</p> <p>Highlight changes</p> <p>Prototype formula fits within category</p> <p>Cost per serving</p> <p>Retail cost</p> <p>Resources used</p> <p>Professional Presentation</p>
<p>Focus Groups</p> <p>Up to 10 slides</p>	<p>Test One: minimum of five (5) individuals</p> <p>Test Two: minimum of ten (10) individuals, who are intended consumer audience</p> <p>Method of evaluation for each group</p> <p>Evidence Provided – fifteen (15) 4x6 pictures of product in various stages of production and testing</p>
<p>Nutritional Label</p> <p>Up to 5 slides</p>	<p>FDA guidelines followed to include:</p> <p>Serving size</p> <p>Amount per serving</p> <p>% Daily Value of:</p> <p>Calories per serving</p> <p>Total Fat (Saturated and Unsaturated)</p> <p>Carbohydrates (Dietary Fiber, Total Sugars, Added Sugars)</p> <p>Protein</p> <p>Sodium</p> <p>Cholesterol</p> <p>Ingredients</p> <p>Allergy Warning</p> <p>Consumption instructions</p>
<p>Appearance</p>	<p>Slides must be neat, legible, professional</p> <p>Use correct grammar and spelling</p>

PRODUCTION TECHNIQUES	
<p>Safety</p>	<p>Workstation is kept neat, clean, and organized in a safe and sanitary manner</p> <p>Proper knife safety is demonstrated</p> <p>Safe operation of equipment and tools</p> <p>Complete final cleanup</p>
<p>Sanitation</p>	<p>Washes hands completely</p> <p>Cleaned and sanitized work area</p> <p>Maintains sanitary work area</p> <p>Prevents cross-contamination</p>
<p>Workspace</p>	<p>Mise en place executed</p> <p>Work is effective and evenly distributed</p> <p>Sanitizes work area before and after competition</p> <p>Uses time and motion properly, completes all task efficiently</p>



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Weight and Measurement	<p>Demonstrates knowledge of basic weight and measurement equivalents</p> <p>Use portion control consistently and correctly</p> <p>Use proper amount of product in food production</p> <p>Correctly and consistently measures dry and liquid ingredients</p> <p>Correctly converts temperatures between conventional and convection ovens</p> <p>Properly calibrates, uses, and reads thermometer</p>
Equipment, Tools and Techniques	<p>Use proper equipment, tools, and techniques in the preparation of food products</p> <p>Use proper amounts of product in food production</p> <p>Justify portion size</p> <p>Incorporate usable by-product or return to safe storage</p>
Cooking Methods and Techniques	<p>Preparation of product utilizing proper cooking methods and techniques</p> <p>Demonstrates and explains fundamental food handling and cooking methods skills</p> <p>Utilized all recipe ingredients</p> <p>Use proper vocabulary in preparation of food production</p>
Recipe(s)	<p>Follow State provided recipes</p> <p>Follow recipes in proper sequence</p> <p>Follows cooking methods and preparations methods identified in recipes</p> <p>All components of dishes must be demonstrated in video</p>
Product Appearance/Plating	<p>Appropriate texture based on recipe</p> <p>Consistency in size and shape based on preparation and product</p> <p>Customer Appeal</p> <p>Food product meet industry standards</p>

VIDEO PRESENTATION SPECIFICATIONS	
Organization/Delivery	Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences/ Career Fields Standards	Describe relationship of project content to Family and Consumer Sciences/Career Fields standards.
Appearance	Slides must be neat, legible, professional Use correct grammar and spelling
Use of Slides During Presentation	Use of slides to support, illustrate, or complement presentation. Can NOT use a voice over with the slides.
Voice	Speaks clearly with appropriate pitch, tempo, and volume.
Body Language	Use appropriate body language including gestures, posture, mannerism, and eye contact
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage, and pronunciation.

PRODUCT DEVELOPMENT RECIPE 2020-2021



SAMBUSA (Savory Somali Pastries)

INGREDIENTS:

DOUGH	
14.2 oz	All-purpose flour
7 oz	Water, cold
1 ½ tsp	Kosher salt
3 Tbsp	Olive oil
MEAT	
2 lbs.	Beef sirloin, ground, cooked to 155° F, drained
2 large	Onions, finely chopped, caramelized
1 tsp	Freshly ground black pepper
1 tsp	Ground coriander seeds
1 tsp	Cumin, ground
2 tsp	Kosher salt (more as needed to taste)
EGG WASH	
2	Egg yolks
2 tsp	Milk
GARNISH	
1 tsp	Sesame seeds, roasted golden

PROCEDURE:

1. Prepare dough by combining flour, water, and salt, mixing in a stand mixer on low speed with a dough hook attachment for 5 minutes. Wrap in plastic and let sit at room temperature for at least half an hour.
2. Prepare meat filling by combining the meat, onions, and the seasonings.
3. Transfer the dough to a lightly floured surface.
4. Roll it out to a rectangle about 1/16-inch thick.
5. Pour 3 Tbsp of olive oil and spread out evenly across the entire surface.
6. Roll the dough into a tight log, making sure there are no air pockets,
7. Slice the log into about 16, 1 ¼-inch cylinders. Flatten each cylinder with the palm of your hand, then roll out to a 5-inch circle.
8. Put about 3-3 1/2 ounces of meat filling in the center of each circle. Seal and place on a half sheet pan seam side down.
9. Whisk egg yolks and milk until perfectly mixed. Using a brush paint the Sambusa's with an even coat of egg wash. Sprinkle roasted sesame seeds on top each.
10. Bake on the top rack of the oven preheated to 440° degrees for 20-25 minutes, rotating as needed after 10 minutes. For softer crust, bake at 360° degrees for 30 minutes.
11. Cool for 5 minutes and serve.

To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.



CAREER DEVELOPMENT EVENTS POINT SUMMARY FORM PRODUCT DEVELOPMENT



Name of Member(s) _____

Chapter Name _____ Chapter Number _____ State _____

Team # _____ Station # _____ Level _____

1. Make sure all information at top is correct. If a student named is not participating, cross their name (s) off. If a team does not show, write "No Show" across the top and return with other forms. Do **NOT** change team or station number.
2. At the conclusion of evaluation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in folder with the completed rubrics.
3. At the end of the evaluation, double check all scores, names, and team numbers to ensure accuracy. Be sure there is **NOT** a 15-point discrepancy.
4. Make sure comments have been added.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Event Online Orientation Documentation	0 Official documentation not provided at presentation time	2 Official documentation provided at presentation time with adviser signature	
Folder	8 points Labeled correctly Documents/Video labeled correctly Public accessible All documents uploaded by designated date		
TOTAT SCORE ABOVE			
Test Scores	Participant _____ Participant _____ Participant _____ Total Team Score _____	Total Team Score _____ Divided by # of participants on team _____ -Average Team Score _____ (20 points possible)	
Evaluators' Scores	Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____		Average
Final Points	100 points <i>Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)</i>		

RATED ACHIEVED (*mark one*)

_____ Gold 90 – 100

_____ Silver 70 – 89.99

_____ Bronze 1 – 69.99

Room Consultant Signature (*electronic*) _____



PRODUCT DEVELOPMENT RUBRIC



Participants Name _____

Chapter # _____ State _____ Team # _____ Station # _____ Level _____

APPEARANCE	Possible Points 5 /Comments	Points
State Name and Project Speaks clearly Uniform Clean: (Chef coat, apron, uniform pants, closed toe, low heel kitchen shoes, hat) No jewelry/covered No graphics/logos other than FCCLA on uniform		
JOB BOOK	Possible Points 5 /Comments	
Information Complete – Participant Name – Chapter Number – Product Name Complete timeline All recipes provided on required template Professional and high-quality Correct spelling and grammar		
EDUCATIONAL MATERIALS AND RESEARCH	Possible Points 10 /Comments	
All information concerning prototype and research Focus Group #1 Focus Group #2 Complete evaluation method for each focus group Evidence Provided		
NUTRITION LABEL	Possible Points 5 /Comments	
Prototype meets requirements Nutrition label is complete Complete list of resources used Correct spelling and grammar Professional and high-quality		
SAFETY	Possible Points 5 /Comments	
Follows all personal safety practices Follows all food safety practices Maintains organized work area and floor Utilizes tools and equipment safely Demonstrates knife safety		



PRODUCT DEVELOPMENT RUBRIC



SANITATION	Possible Points 5 /Comments	
Washes and re-washes hands properly Follows all sanitation practices Demonstrates all equipment is sanitized for food production Maintains sanitary work area as work progresses Prevents cross-contamination		
DEMONSTRATES FOOD PRODUCTION	Possible Points 10 /Comments	
Mise en place is well executed Correctly and consistently measure dry and liquid ingredients Locates, checks, and tests all equipment (including temperatures) Demonstrates and explains skills for fundamental food handling and cooking methods Correct grammar and terminology		
PRODUCT DEVELOPMENT REQUIREMENTS	Possible Points 5 /Comments	
Meets specifications stated in rules Consistency, Uniform and Balanced Consistency in size and shape based on preparation and product Customer salability Uses industry techniques in producing and finishing product		
TIME MANAGEMENT	Possible Points 10 /Comments	
Uses time and motion properly, completes all task efficiently Communicates clearly and consistently Cleaned and sanitized work area before competition Cleaned and sanitized work area after competition Completed product within the allotted time frame		
PRESENTATION	Possible Points 10 /Comments	
Organization/Delivery Knowledge of Subject Matter Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation		